

## THE UNITED STATES PATENT AND TRADEMARK OFFICE

THU

**Application Number** 

: 10/748,682

Confirmation No.:

1976

**Applicant** 

: Koningstein

Filed

: 12/31/2003

Title

: System and Method for Delivering Internet Advertisements that

Change Between Textual and Graphical Ads on Demand by a User

TC/Art Unit

3621

Examiner:

: Unknown

Docket No.

: 64557.000016 (GP-186-00-US)

Customer No.

: 21967

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicant is submitting herewith the attached Form PTO-SB/08A listing references for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Information Disclosure Statement is being submitted prior to a first Office Action on the merits. Therefore, it is believed that no fee is required for consideration of this information. However, in the event any fee is deemed

necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

**HUNTON & WILLIAMS LLP** 

By:

Brian M. Buroker

Registration No. 39,125

Hunton & Williams LLP Intellectual Property Department 1900 K Street, N.W., Suite 1200 Washington, D.C. 20006-1109 (202) 955-1500

Dated: November 14, 2005

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449A/PTO

1

**Sheet** 

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

4

NOV 1 4 2005

(use as many sheets as necessary)

of

Application Number	10/748,682
Filing Date	12/31/2003
First Named Inventor	Koningstein
Art Unit	3621
Examiner Name	Unknown
Attorney Docket Number	64557.000016 (GP-186-00-US)

## **U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		5,636,346	06-03-1997	Saxe	
		5,724,521	03-03-1998	Dedrick et al.	
		5,845,265	12/01/1998	Woolston	
		5,918,010	06/29/99	Appleman et al.	
		5,920,854	07/06/99	Kirsch et al.	
		5,931,901	08-03-1999	Wolfe et al.	
		5,974,398	10-26-1999	Hanson et al.	
		6,026,368	02-15-2000	Brown et al.	
		6,044,375	03-28-2000	Shmueli et al.	
		6,067,570	05-23-2000	Kreynin et al.	
		6,078,866	06/20/00	Buck et al.	
		6,223,163	04-24-2001	Van Luchene	
		6,247,009	06-12-2001	Shiiyama et al.	
		6,253,189	06-26-2001	Feezell et al.	
	:	6,269,361	07-31-2001	Davis et al.	
		6,285,987	09-04-2001	Roth et al.	
		6,298,348	10-02-2001	Eldering	
		6,324,519	11-27-2001	Eldering	
		6,336,132	01/01/02	Appleman et al.	
_		6,421,675	07-16-2002	Ryan et al.	
		2001/0042064	11-15-2001	Davis et al.	
		2001/0047297	11-29-2001	Wen	
		2001/0051911	12-13-2001	Marks et al.	
		2002/0002525	01-03-2002	Arai et al.	
		2002/0035536	03-21-2002	Gellman	

**EXAMINER SIGNATURE** 

DATE CONSIDERED

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Substitute for form 1449A/PTO **Application Number** 10/748,682 **Filing Date** 12/31/2003 INFORMATION DISCLOSURE **First Named Inventor** Koningstein STATEMENT BY APPLICANT **Art Unit** 3621 (use as many sheets as necessary) **Examiner Name** Unknown 2 Sheet of 4 **Attorney Docket Number** 64557.000016 (GP-186-00-US) **U.S. PATENT DOCUMENTS** Pages, Columns, Lines, DOCUMENT NUMBER \*Examiner Cite **Publication Date** Name of Patentee or Where Relevant Passages or Initiats Number - Kind Code (if known) MM-DD-YYYY Relevant Figures Appear Applicant of Cited Document 2002/0038282 03-28-2002 Montgomery 2002/0046104 04-18-2002 Kaddeche et al. 2002/0077891 06-20-2002 Castle et al. 2002/0099605 07-25-2002 Weitzman et al. 2002/0111898 08-15-2002 Numaoka et al. 2002/0123988 09-05-2002 Dean et al. 2003/0149618 08-07-2003 Sender et al. 2004/0015397 01-22-2004 Barry et al. 2004/0019523 01-29-2004 Barry et al. 2004/0044571 03-04-2004 Bronnimann et al. 2004/0059708 03-25-2004 Dean et al. 2004/0059712 03-25-2004 Dean et al. 2004/0093327 05-13-2004 Anderson et al. 2004/0119740 06-24-2004 Chang et al. 2004/0167928 08-26-2004 Anderson et al. 2004/'0249709 12-09-2004 Donovan et al. 2005/0065806 03-24-2005 Harik 2005/0071224 03-31-2005 Fikes et al. 2005/0096979 05-05-2005 Koningstein 2005/0131758 06-16-2005 Desikan et al. 2005/0131762 06-16-2005 Bharat et al. 2005/0144069 06-30-2005 Wiseman et al. 2005/0216335 09-29-2005 Fikes et al. 2005/0222900 10-06-2005 Fuloria et al. 2005/0222903 10-06-2005 Buchheit et al.

EXAMINER SIGNATURE

DATE CONSIDERED

<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

~ · - A:A.		1110				<del></del>	_					
Substitu	ite tor	r form 1449 <i>F</i>	A/PTO			Ар	pli	ication Number	10/748,682	2		_
INF	-OI	RMATI	ON [	DISCLO	CIIRE	Fili	ing	g Date	12/31/2003	3		
				'APPLI		Fir	rst	Named Inventor	Koningste	in		
				as necessai		Art	rt Uı	nit	3621			
<u> </u>	•				<i></i>	Ex	am	niner Name	Unknown			
Sheet		3	of	4		Att	tor	rney Docket Number	64557.000	016 (GP-186-0	00-US)	
					U.S. PAT	LEN.	Τſ	DOCUMENTS				
*Examiner Initials	Cite No.		DOCUMENT NUMBER Number - Kind Code (if known)		Publication MM-DD-Y	n Date	9	Name of Patente Applicant of Cited Do		Pages, Colur Where Relevan Relevant Figu	nt Passag	ges or
		21	2005/0223	3002	10-06-2005	<i>5</i>		Agarwal et al.			<u> </u>	
	<u> </u>	20	2005/0222		10-06-2005			Haveliwala et al.				
	<del></del>	<b>—</b>		F(	OREIGN P	ATE	<u>EN</u>	T DOCUMENTS				
*Examiner	Cite No.	<b></b>	I PATENT	DOCUMENT	Publication Da		А	Name of Patentee or Applicant of Cited Document	Where Rele	olumns, Lines, levant Passages t Figures Appear	TRANSLA	LATION
		wo	003807		06-29-2000			ay et al. (electronic opy on enclosed CD)				
		WO	2004/04		05-21-2004		(el	onovan et al. electronic copy on nclosed CD)				
		EP	102661	0 A2	08-09-2000	- 1		el Sesto (electronic opy on enclosed CD)				
		OTH	ER DO	CUMENT	S - NON-P	'ATF	EN	IT LITERATURE D	OCUMEN	TS		1
*Examiner Initials	Cite No.		Include nam	me of the author ook, magazine,	or (in CAPITAL LE , journal, serial, s	LETTE	ERS)	S), title of the article (when appum, catalog, etc.), date, page(d/or country where published	opropriate), title	of the	TRANSLA	TION
		7/29/03.	ww.googl	ices New P lle.com/press onic copy on e	Pricing For s/pressrel/selenclosed CD)	Popu elect.h	oula htm	ar Self-Service Online nl, p. 1-2, dated Februa	e Advertisin ary 20, 2002	2, printed on	TRAINOL	ATION
	·	Collection of pages from www.overture.com, printed on 7/29/03. (electronic copy on enclosed CD)										
		Collectio copy on	on of pag enclosed	es from find	what.com, ht	ttp://v	ww	vw.findwhat.com, printe	d on 7/29/03	3. (electronic		
Collection of pages from Sprinks.com, http://www.sprinks.com, printed on 7/29/03. (electrocopy on enclosed CD)								J. (electronic				
		Collection (electron)	n of pa	ages from on enclosed C	Kandoodle.c	om,	ht	http://www.kanoodle.com	n, printed	on 7/29/03.		
EXAMINER SIGNATURE								ATE CONSIDERED				
'EXAMIN	NER: If not	Initial if r in conform	reference ance and	considered not conside	, whether or red. Include	not c	cita of	ation is in conformance this form with next comm	with MPEP	609. Draw li	ne thro	ugh

Substitute for form 1449A/PTO Application Number 10/749 593												
Substitute for form 1440/VI 10					Application Number	10/748,682						
INF	:OI	RMATIC	JN C	DISCLOSURE	Filing Date	12/31/2003						
				APPLICANT	First Named Inventor	Koningstein						
_				s as necessary)	Art Unit	3621						
		·		,,	Examiner Name	Unknown						
Sheet		4	of	4	Attorney Docket Number	64557.000016 (GP-186-0	-00-US)					
_					PATENT LITERATURE							
*Examiner Initials	Cite No.	Inc	clude nar item (b	book, magazine, journal, serial, s	LETTERS), title of the article (when a symposium, catalog, etc.), date, pager, city and/or country where published	ge(s), volume-issue	TRANSLA	ATION				
		Collection of pages from Google Advertising, http://www.google.com, printed on 7/29/03. (electronic copy on enclosed CD)										
EXAMI	\ER	SIGNATURE	<u> </u>		DATE CONSIDERED							
*EXAMI citation	NER if no	.: Initial if re t in conforma	eference ince an	e considered, whether or d not considered. Include	r not citation is in conformance copy of this form with next com	e with MPEP 609. Draw li	ine thro	ugh				